

IN THE CLAIMS:

This Listing of Claims will replace all prior versions, and listings, of claims in the subject Patent Application:

Listing of Claims:

1. (Currently Amended) A method for broadcast transmitting multimedia messages, comprising:

a plurality of service providers each for independently generating multimedia messages registering ~~registers~~ with a common service platform;

a plurality of customer premises equipment (CPE's) registering with the common service platform;

each of the service providers sending ~~sends~~ at least one multimedia message as well as related information regarding the CPE's that are to receive the at least one multimedia message thereof to the common service platform;

the common service platform determining ~~determines~~ whether the CPE's designated by each of the service providers are registered; and

the common service platform selectively sending ~~sends~~ the at least one multimedia message of any one of the registered service providers to the designated ones of the plurality of CPE's via a multimedia messaging server.

2. (Currently Amended) The method of claim 1, whereby at least one of the service providers and the common service platform are implemented on a same

server.

3. (Currently Amended) The method of claim 1, whereby the common service platform provides at least one password or one username to each of the service providers.

4. (Original) The method of claim 1, whereby the common service platform provides at least one password or username to each CPE.

5. (Currently Amended) The method of claim 1, whereby the multimedia message comprises an image, an animation, an audio clip, or text or a combination thereof the above.

6. (Currently Amended) The method of claim 1, whereby the common service platform utilizes hypertext transfer protocol (HTTP), enterprise java beans (EJB), ~~or~~ and extended markup language (XML) for communicating with the service providers, at least one of the service providers being different in system processing type and programming language from another of the service providers.

7. (Original) The method of claim 1, whereby the related information regarding the CPE's that are to receive the at least one multimedia message comprises usernames of the CPE's.

8. (Original) The method of claim 1, whereby the related information regarding the CPE's that are to receive the at least one multimedia message comprises usernames and passwords or mobile phone numbers of the CPE's.

9. (Currently Amended) The method of claim 1, whereby the service providers uses a public telecom network, a limited telecom network, a local area network, a wide area network, a radio network, a satellite network, an optical cable network, a computer network or a cable TV network to transmit multimedia messages to the common service platform.

10. (Original) The method of claim 1, whereby the common service platform uses a public telecom network, a limited telecom network, a radio network, a satellite network, an optical cable network, a computer network or a cable TV network to send the multimedia messages to the CPEs.

11. (Original) The method of claim 1, whereby after the CPE has received the multimedia message, the CPE sends a reply back to the common service

platform.

12. (Currently Amended) The method of claim 1, whereby the CPE selectively ~~can~~ deletes registration data in order to refuse multimedia message from the service providers.

13. (Currently Amended) The method of claim 1, whereby the CPE ~~can~~ selects content on the common service platform to prevent receiving unwanted multimedia messages.

14. (Currently Amended) The method of claim 1, whereby the CPE ~~can~~ selects the service provider on the common service platform to prevent receiving multimedia messages from unwanted service providers.

15. (Currently Amended) The method of claim 1, whereby the CPE uses information network to connect to the common service platform in order to register or to select content of the multimedia messages that the service providers provides.

16. (Original) The method of claim 15, whereby the information network comprises the Internet.

17. (Original) The method of claim 15, whereby the information network is a public telecom network, a limited telecom network, a radio network, a satellite network, an optical cable or fiber optic network, or a cable TV network.

18. (Currently Amended) The method of claim 1, whereby the CPE uses a telephone to connect to the common service platform in order to register or to select content of the multimedia messages that the service providers provides.

19. (Currently Amended) The method of claim 1, whereby the CPE selectively ~~can~~ sets a time of delivery for receiving the multimedia message on the common service platform.